

WHAT WE CLAIM IS:

1. A method for creating vacancies for distributing content, comprising the steps, executed in a data processing system, of:

5 defining a vacancy, wherein vacancy attributes are associated with the vacancy; and
 transmitting information reflecting the attributes to a trading floor that locates content to fill the vacancy based on the vacancy attributes.

2. The method of claim 1, wherein defining a vacancy further includes the step of including dynamic attributes in the vacancy attributes that are determined when the vacancy is transmitted to the trading floor.

3. The method of claim 1, wherein defining a vacancy further includes the step of including static attributes in the vacancy attributes that are determined before the trading floor locates content suitable to fill the vacancy.

4. The method of claim 1, wherein the content is a virtual storefront, syndicated content, or an advertisement.

5. A method for matching content with a vacancy, comprising the steps, executed in a data processing system, of:

receiving from a host a notification of a vacancy, wherein the notification contains a set of attributes associated with the vacancy;

5 locating content based on the attributes associated with the vacancy; and

providing the host with information corresponding to the content.

6. The method of claim 5, further comprising the step of merging the located content with a container associated with the vacancy.

7. The method of claim 5, wherein locating content further includes the step of trading the vacancy among a plurality of content providers, wherein each provider is associated with particular content.

8. The method of claim 7 wherein each content provider is associated with a corresponding set of attributes, and said particular content is associated with a corresponding set of attributes, and wherein a content provider is included in a transaction when the set of attributes associated with the content provider and said particular content matches the attributes

associated with the vacancy.

9. The method of claim 8 wherein said transaction is a buy, sell, or barter transaction negotiated through an auction.
10. The method of claim 5, wherein locating content further includes using a software agent to match the content and the vacancy attributes, wherein each software agent contains a set of policies reflecting behavior associated with the content.
11. The method of claim 10, wherein the set of policies is based on desired attributes of a vacancy.
12. The method of claim 10, wherein the policies include audience levels, dimensions, or trading price constraints.
13. The method of claim 10, wherein the software agent is associated with a vacancy provider and includes desired attributes of content providers.

14. The method of claim 13, wherein the policies include content dimensions or type, or trading price constraints.

15. The method of claim 5, wherein providing the host with information further includes the step of including in the information a link to the content, wherein the link contains information corresponding to a provider associated with the content.

16. The method of claim 5, wherein providing the host with information further includes the step of including in the information content corresponding to a provider associated with the content.

17. The method of claim 5, wherein each vacancy contains attributes including static context properties, dynamic context properties, pricing information, date and time, or availability constraints.

18. A method for filling a vacancy, comprising the steps, executed in a data processing system, of:

receiving a request at a primary content provider from a consumer to obtain a primary content container that contains a vacancy;

5 locating in real-time at least one secondary content provider using a market mechanism to provide the secondary content for the primary content container; and

receiving information corresponding to a secondary content provider from a secondary content provider, wherein the information includes secondary content; and

10 transmitting information corresponding to the secondary content and the primary content container to the consumer.

19. The method of claim 18, wherein transmitting information further includes transmitting a connection to the secondary content to the consumer.

20. The method of claim 18, further including the steps of:

obtaining real-time attributes based on statistics associated with the primary content provider, characteristics associated with the consumer, or predetermined attributes; and

selecting secondary content to transmit to the consumer based on the attributes or

characteristics.

21. The method of claim 18, further comprising:
detecting when the consumer selects the secondary content.
22. The method of claim 18, further comprising:
detecting when the primary content provider receives a consumer request for the primary content container that contains a vacancy.
23. The method of claim 22, further comprising:
transmitting information to a server when the primary content provider receives a consumer request for the primary content container.
24. The method of claim 21, wherein detecting when the consumer selects the secondary content further includes the steps of:
including tracking information in the secondary content; and
providing the data processing system with information associated with the tracking information when the consumer selects the secondary content.

25. The method of claim 21, wherein detecting when the consumer selects the secondary content further includes the steps of:

including tracking information within a storage format local to the consumer; and

providing the data processing system with information associated with the tracking information when the consumer selects the secondary content.

26. The method of claim 25, wherein providing the data processing system with information associated with the tracking information further includes the steps of:

detecting tracking information when the consumer requests the secondary content from the secondary content provider; and

transmitting information corresponding to the tracking information to a data processing system.

27. A method for receiving content on a consumer computer, wherein the content is from a primary content provider and a secondary content provider, comprising the steps of:

receiving a request from a consumer for content;

transmitting a request to a server to locate at least one secondary content provider to provide the content to the consumer using real-time market mechanisms; and

transmitting the content with the content from the primary content provider and the secondary content provider and the information supplied by the tenant and the vacancy provider at the consumer computer.

28. The method of claim 27, wherein receiving a request further includes the step of receiving characteristics associated with the consumer.

29. A content selection and distribution method for trading content and vacancies on a network, comprising:

permitting each one of a plurality of primary content providers to submit information associated with vacancies in containers.

5 permitting each one of a plurality of secondary content providers to submit information associated with secondary content;

trading vacancies and units of the secondary content; and

selectively distributing the units of secondary content with corresponding containers to consumers based on results of the trading step.

30. The method of claim 29, wherein attributes of the secondary content and attributes of the vacancies include trading strategies, and wherein the trading step further includes the step of applying the trading strategy for each unit of secondary content and each vacancy during the trading step.

31. The method of claim 30 wherein trading may be executed by an auction.

32. A method for distributing digital content, comprising:
determining whether a vacancy is associated with particular digital content;
identifying filler digital content capable of filling the vacancy based on attributes
associated with the vacancy; and
5 providing digital content composed of the digital content filled with the filler digital
content.

33. The method of claim 32, wherein identifying filler digital content further includes the
steps of:
transmitting a request to a server to locate filler digital content; and
receiving a response from the server, wherein the response includes filler content
5 located using real-time market mechanisms.

34. The method of claim 32, wherein the filler content is a virtual storefront, syndicated
content, or an advertisement.

35. A method for distributing digital content, comprising:
determining in real time whether suitable secondary digital content is available for
transmission based on attributes associated with a primary transmission stream; and
including in real time the secondary digital content within the primary transmission
stream at a particular point based on the attributes.

36. The method of claim 35, wherein the determining step includes the step:
permitting automated negotiation among representatives of primary and secondary
digital content.

37. The method of claim 35, further comprising:
detecting when a consumer selects the secondary digital content.

38. The method of claim 35, further comprising:
detecting when a primary content provider receives a consumer request for the
secondary digital content

39. The method of claim 38, further comprising:

receiving information when the primary content provider receives a consumer request for the secondary digital content.

40. The method of claim 37, wherein detecting when the consumer selects the secondary digital content further includes the steps of:

including tracking information in the secondary digital content; and

receiving information associated with the tracking information when the consumer selects the secondary digital content.

41. The method of claim 37, wherein detecting when the consumer selects the secondary digital content further includes the steps of:

including tracking information within a storage format local to the consumer; and

receiving information associated with the tracking information when the consumer selects the secondary digital content.

42. A method for distributing digital content, comprising:

receiving a request for a container;

when it is determined that a vacancy is defined within the container, identifying a unit of secondary content capable of filling the vacancy based on a relationship between attributes associated with the vacancy and attributes associated with the content; and

transmitting the identified unit of secondary content with the container.

43. The method of claim 42, wherein the step of identifying a unit of secondary content capable of filling the vacancy, comprises:

notifying a plurality of secondary content providers of the request, wherein the notified content providers are selected from a set of secondary content providers based on attributes associated with the secondary providers and the secondary content, and the attributes of the vacancy.

44. The method of claim 42, further comprising:

notifying agents associated with a plurality of secondary content providers of the request, wherein the notified agents are selected from a group of agents based on the attributes associated with the secondary providers and the content, and the attributes of the vacancy;

notifying an agent associated with a primary content provider, wherein the primary content provider provides the vacancy; and

permitting the notified agents of the secondary content providers and the agent associated with the primary content provider to negotiate within an electronic marketplace to fill the vacancy.

5

45. A memory for storing data for access by a process being executed by a processor, the memory comprising:

a structure for maintaining information identifying a vacancy and corresponding attributes, wherein a trading process matches the vacancy with suitable secondary content using the vacancy attributes and attributes associated with secondary content.

46. A memory for storing data for access by a process being executed by a processor, the memory comprising:

a structure for maintaining information identifying a unit of secondary content and corresponding attributes, wherein a trading process matches the unit of secondary content with a suitable vacancy using the attributes of the unit of secondary content and attributes associated with the vacancy.

47. A memory for storing data for access by a process being executed by a processor, the memory comprising:

a structure for maintaining (i) information identifying at least one vacancy and corresponding attributes, and (ii) information identifying at least one unit of secondary content and corresponding attributes, wherein a trading process matches the vacancy with a suitable

unit of secondary content based on the vacancy attributes and the attributes associated with delivery as part of a digital transmission.

LAW OFFICES

MCNEGAN, HENDERSON,
FARABOW, GARRETT,
& DUNNER, L.L.P.
1300 I STREET, N.W.
WASHINGTON, DC 20005
202-408-4000

48. A method for receiving content on a consumer computer, wherein the content is from a primary content provider and a secondary content provider, comprising the steps of:

transmitting a request for a primary content container associated with a primary content provider to a primary content provider, wherein the container contains secondary content associated with a secondary content provider, and wherein the secondary content is located in real-time using a market mechanism; and

receiving information corresponding to the secondary content and the primary content container.

49. The method of claim 48, wherein transmitting a request further includes the step of transmitting characteristics associated with the consumer.

50. A method for creating units of content for vacancies, comprising the steps, executed in a data processing system, of:

defining units of content, wherein content attributes are associated with each unit of content; and

transmitting information reflecting the attributes to a trading floor that fills vacancies with units of content based on vacancy attributes.

51. The method of claim 50, wherein a unit of content is a virtual storefront, syndicated content, or an advertisement.

52. The method of claim 50, wherein defining units of content further includes the step of using software to create the units of content.

53. The method of claim 50, further comprising the step of providing the trading floor with the units of content.

54. A system for creating vacancies for distributing content comprising:
means for defining a vacancy, wherein vacancy attributes are associated with the
vacancy; and
means for transmitting information reflecting the attributes to a trading floor that locates
content to fill the vacancy based on the vacancy attributes.

55. The system of claim 54, wherein means for defining a vacancy further includes means
for including dynamic attributes in the vacancy attributes that are determined when the vacancy
is transmitted to the trading floor.

56. The system of claim 54, wherein means for defining a vacancy further includes means
for including static attributes in the vacancy attributes that are determined before the trading
floor locates content suitable to fill the vacancy.

57. The system of claim 54, wherein the content is a virtual storefront, syndicated content,
or an advertisement.

58. A system for matching content with a vacancy, comprising:

means for receiving from a host a notification of a vacancy, wherein the notification contains a set of attributes associated with the vacancy;

means for locating content based on the attributes associated with the vacancy; and

means for providing the host with information corresponding to the content.

59. The system of claim 58, further comprising means for merging the located content with a container associated with the vacancy.

60. The system of claim 58, wherein the means for locating content further includes means for trading the vacancy among a plurality of content providers, wherein each provider is associated with particular content.

61. The system of claim 60, wherein each content provider is associated with a corresponding set of attributes, and said particular content is associated with a corresponding set of attributes, and wherein a content provider is included in a transaction when the set of attributes associated with the content provider and said particular content matches the attributes associated with the vacancy.

62. The system of claim 61 wherein said transaction is a buy, sell, or barter transaction negotiated through an auction.
63. The system of claim 58, further including a software agent that matches the content and the vacancy attributes, wherein each software agent contains a set of policies reflecting behavior associated with the content.
64. The system of claim 63, wherein the set of policies is based on desired attributes of a vacancy.
64. The system of claim 63, wherein the policies include audience levels, dimensions, or trading price constraints.
65. The system of claim 63, wherein the software agent is associated with a vacancy provider and includes desired attributes of content providers.
66. The system of claim 65, wherein the policies include content dimensions or type, or trading price constraints.

67. The system of claim 58, wherein the means for providing the host with information further includes means for including in the information a link to the content, wherein the link contains information corresponding to a provider associated with the content.
68. The system of claim 58 wherein the means for providing the host with information further includes means for including in the information content corresponding to a provider associated with the content.
69. The system of claim 58, wherein each vacancy contains attributes including static context properties, dynamic context properties, pricing information, date and time, or availability constraints.

70. A system for filling a vacancy, comprising:

means for receiving a request at a primary content provider from a consumer to obtain a primary content container that contains a vacancy;

means for locating in real-time at least one secondary content provider using a market mechanism to provide the secondary content for the primary content container; and

means for receiving information corresponding to a secondary content provider from a secondary content provider, wherein the information includes secondary content; and

means for transmitting information corresponding to the secondary content and the primary content container to the consumer.

71. The system of claim 70, wherein the means for transmitting information further transmits a connection to the secondary content to the consumer.

72. The system of claim 70, further comprising:

means for obtaining real-time attributes based on statistics associated with the primary content provider, characteristics associated with the consumer, or predetermined attributes; and

means for selecting secondary content to transmit to the consumer based on the

attributes or characteristics.

73. The system of claim 70, further comprising:
means for detecting when the consumer selects the secondary content.

74. The system of claim 70, further comprising:
means for detecting when the primary content provider receives a consumer request for
the primary content container that contains a vacancy.

75. The system of claim 74, further comprising:
a server; and
means for transmitting information to the server when the primary content provider
receives a consumer request for the primary content container.

76. The system of claim 73, wherein the means for detecting further comprises:
means for including tracking information in the secondary content; and
means for providing the data processing system with information associated with the

tracking information when the consumer selects the secondary content.

77. The system of claim 73, wherein the means for detecting further comprises:
- means for including tracking information within a storage format local to the consumer;
 - and
 - means for providing the data processing system with information associated with the tracking information when the consumer selects the secondary content.

78. The system of claim 77, wherein the means for providing the data processing system with information further comprises:
- means for detecting tracking information when the consumer requests the secondary content from the secondary content provider; and
 - means for transmitting information corresponding to the tracking information to a data processing system.

79. A system for receiving content on a consumer computer, wherein the content is from a primary content provider and a secondary content provider, comprising:

means for receiving a request from a consumer for content;

means for transmitting a request to a server to locate at least one secondary content provider to provide the content to the consumer using real-time market mechanisms; and

means for transmitting the content with the content from the primary content provider and the secondary content provider and the information supplied by the tenant and the vacancy provider at the consumer computer.

80. The system of claim 79, wherein the means for receiving a request further comprises means for receiving characteristics associated with the consumer.

81. A system for distributing digital content, comprising:
- means for determining whether a vacancy is associated with particular digital content;
 - means for identifying filler digital content capable of filling the vacancy based on attributes associated with the vacancy; and
 - means for providing digital content composed of the digital content filled with the filler digital content.
82. The system of claim 81, wherein the means for identifying filler digital content further comprises:
- means for transmitting a request to a server to locate filler digital content; and
 - means for receiving a response from the server, wherein the response includes filler content located using real-time market mechanisms.
83. The system of claim 81, wherein the filler content is a virtual storefront, syndicated content, or an advertisement.

84. A system for distributing digital content, comprising:

means for determining in real time whether suitable secondary digital content is available for transmission based on attributes associated with a primary transmission stream; and

means for including in real time the secondary digital content within the primary transmission stream at a particular point based on the attributes.

85. The system of claim 84, wherein the means for determining further comprises:

means for permitting automated negotiation among representatives of primary and secondary digital content.

86. The system of claim 84, further comprising:

means for detecting when a consumer selects the secondary digital content.

87. The system of claim 84, further comprising:

means for detecting when a primary content provider receives a consumer request for the secondary digital content

88. The system of claim 87, further comprising:
means for receiving information when the primary content provider receives a consumer request for the secondary digital content.
89. The system of claim 88, wherein the means for detecting further comprises:
means for including tracking information in the secondary digital content; and
means for receiving information associated with the tracking information when the consumer selects the secondary digital content.
90. The system of claim 87, wherein the means for detecting further comprises:
means for including tracking information within a storage format local to the consumer;
and
means for receiving information associated with the tracking information when the consumer selects the secondary digital content.

91. A system for distributing digital content, comprising:

- means for receiving a request for a container;
- means for identifying a unit of secondary content capable of filling the vacancy based on a relationship between attributes associated with the vacancy and attributes associated with the content; and
- means for transmitting the identified unit of secondary content with the container.

92. The system of claim 91, wherein the means for identifying a unit of secondary content capable of filling the vacancy, comprises:

- means for notifying a plurality of secondary content providers of the request, wherein the notified content providers are selected from a set of secondary content providers based on attributes associated with the secondary providers and the secondary content, and the attributes of the vacancy.

93. The system of claim 91, further comprising:

- means for notifying agents associated with a plurality of secondary content providers of the request, wherein the notified agents are selected from a group of agents based on the attributes associated with the secondary providers and the content, and the attributes of the

vacancy;

means for notifying an agent associated with a primary content provider, wherein the primary content provider provides the vacancy; and

means for permitting the notified agents of the secondary content providers and the agent associated with the primary content provider to negotiate within an electronic marketplace to fill the vacancy.

94. A system for receiving content on a consumer computer, wherein the content is from a primary content provider and a secondary content provider, comprising the steps of:

means for transmitting a request for a primary content container associated with a primary content provider to a primary content provider, wherein the container contains secondary content associated with a secondary content provider, and wherein the secondary content is located in real-time using a market mechanism; and

means for receiving information corresponding to the secondary content and the primary content container.

95. The system of claim 94, wherein the means for transmitting a request further comprises means for transmitting characteristics associated with the consumer.

96. A system for creating units of content for vacancies, comprising:
means for defining units of content, wherein content attributes are associated with each unit of content; and
means for transmitting information reflecting the attributes to a trading floor that fills vacancies with units of content based on vacancy attributes.
97. The system of claim 96, wherein a unit of content is a virtual storefront, syndicated content, or an advertisement.
98. The system of claim 96, wherein the means for defining units of content further comprises means for using software to create the units of content.
99. The system of claim 96, further comprising means for providing the trading floor with the units of content.
100. The system of claim 97, wherein the trading floor auctions the units of content and the vacancies.

101. A computer readable medium for controlling a data processing system to perform a method for creating vacancies for distributing content executed in a data processing system, the computer readable medium comprising:

a defining module for defining a vacancy, wherein vacancy attributes are associated with the vacancy; and

a transmitting module for transmitting information reflecting the attributes to a trading floor that locates content to fill the vacancy based on the vacancy attributes.

102. The computer readable medium of claim 101, wherein the defining module further comprises an including module for including dynamic attributes in the vacancy attributes that are determined when the vacancy is transmitted to the trading floor.

103. The computer readable medium of claim 101, wherein the defining module further comprises an including module for including static attributes in the vacancy attributes that are determined before the trading floor locates content suitable to fill the vacancy.

104. The computer readable medium of claim 101, wherein the content is a virtual storefront, syndicated content, or an advertisement.

105. A computer readable medium for controlling a data processing system to perform a method for matching content with a vacancy in a data processing system, the computer readable medium comprising:

a receiving module for receiving from a host a notification of a vacancy, wherein the notification contains a set of attributes associated with the vacancy;

a locating module for locating content based on the attributes associated with the vacancy; and

a providing module for providing the host with information corresponding to the content.

106. The computer readable medium of claim 105, further comprising a merging module for merging the located content with a container associated with the vacancy.

107. The computer readable medium of claim 105, wherein the locating module further trades the vacancy among a plurality of content providers, wherein each provider is associated with particular content.

108. The computer readable medium of claim 107, wherein each content provider is associated with a corresponding set of attributes, and said particular content is associated with a corresponding set of attributes, and wherein a content provider is included in a transaction when the set of attributes associated with the content provider and said particular content matches the attributes associated with the vacancy.

109. The computer readable medium of claim 108, wherein said transaction is a buy, sell, or barter transaction negotiated through an auction.

110. The computer readable medium of claim 105, wherein the locating module further comprises a software agent module for matching the content and the vacancy attributes, wherein each software agent contains a set of policies reflecting behavior associated with the content.

111. The computer readable medium of claim 110, wherein the set of policies is based on desired attributes of a vacancy.

112. The computer readable medium of claim 110, wherein the policies include audience levels, dimensions, or trading price constraints.
113. The computer readable medium of claim 110, wherein the software agent is associated with a vacancy provider and comprises desired attributes of content providers.
114. The computer readable medium of claim 113, wherein the policies include content dimensions or type, or trading price constraints.
115. The computer readable medium of claim 105, wherein the providing module further comprises an including module for including in the information a link to the content, wherein the link contains information corresponding to a provider associated with the content.
116. The computer readable medium of claim 105, wherein the providing module further comprises an including module for including in the information content corresponding to a provider associated with the content.

117. The computer readable medium of claim 105, wherein each vacancy contains attributes including static context properties, dynamic context properties, pricing information, date and time, or availability constraints.

118. A computer readable medium for controlling a data processing system to perform a method for filling a vacancy in a data processing system, the computer readable medium comprising:

5 a receiving module for receiving a request at a primary content provider from a consumer to obtain a primary content container that contains a vacancy;

a locating module for locating in real-time at least one secondary content provider using a market mechanism to provide the secondary content for the primary content container; and

10 a receiving module for receiving information corresponding to a secondary content provider from a secondary content provider, wherein the information comprises secondary content; and

a transmitting module for transmitting information corresponding to the secondary content and the primary content container to the consumer.

119. The computer readable medium of claim 118, wherein the transmitting module further transmits a connection to the secondary content to the consumer.

120. The computer readable medium of claim 118, further comprising:

an obtaining module for obtaining real-time attributes based on statistics associated with the primary content provider, characteristics associated with the consumer, or predetermined attributes; and

a selecting module for selecting secondary content to transmit to the consumer based on the attributes or characteristics.

121. The computer readable medium of claim 118, further comprising:

a detecting module for detecting when the consumer selects the secondary content.

122. The computer readable medium of claim 118, further comprising:

a detecting module for detecting when the primary content provider receives a consumer request for the primary content container that contains a vacancy.

123. The computer readable medium of claim 122, further comprising:

a transmitting module for transmitting information to a server when the primary content provider receives a consumer request for the primary content container.

124. The computer readable medium of claim 121, wherein the detecting module further

comprises:

- an including module for including tracking information in the secondary content; and
- a providing module for providing the data processing system with information associated with the tracking information when the consumer selects the secondary content.

125. The computer readable medium of claim 121, wherein the detecting module further comprises:

- an including module for including tracking information within a storage format local to the consumer; and

- a providing module for providing the data processing system with information associated with the tracking information when the consumer selects the secondary content.

126. The computer readable medium of claim 125, wherein the providing module further comprises:

- a detecting module for detecting tracking information when the consumer requests the secondary content from the secondary content provider; and

- a transmitting module for transmitting information corresponding to the tracking information to a data processing system.

LAW OFFICES

INNEGAN, HENDERSON,
FARABOW, GARRETT,
& DUNNER, L.L.P.
1300 I STREET, N. W.
WASHINGTON, DC 20005
202-408-4000

127. A computer readable medium for controlling a data processing system to perform a method for receiving content on a consumer computer in a data processing system, wherein the content is from a primary content provider and a secondary content provider, the computer readable medium comprising:

5 a receiving module for receiving a request from a consumer for content;

a transmitting module for transmitting a request to a server to locate at least one secondary content provider to provide the content to the consumer using real-time market mechanisms; and

10 a transmitting module for transmitting the content with the content from the primary content provider and the secondary content provider and the information supplied by the tenant and the vacancy provider at the consumer computer.

128. The computer readable medium of claim 127, wherein the receiving module further receives characteristics associated with the consumer.

129. A computer readable medium for controlling a data processing system to perform a content selection and distribution method for trading content and vacancies on a network in a data processing system, the computer readable medium comprising:

5 a module that permits each one of a plurality of primary content providers to submit information associated with vacancies in containers, and that permits each one of a plurality of secondary content providers to submit information associated with secondary content; and

a module that trades vacancies and units of the secondary content and that selectively distributing the units of secondary content with corresponding containers to consumers based on results of the trade.

130. The computer readable medium of claim 129, wherein attributes of the secondary content and attributes of the vacancies include trading strategies, and wherein the module that trades further comprises a module that applies the trading strategy for each unit of secondary content and each vacancy during the trading step.

131. The computer readable medium of claim 130 wherein trading may be executed by an auction.

132. A computer readable medium for controlling a data processing system to perform a method for distributing digital content in a data processing system, the computer readable medium comprising:

5 a determining module for determining whether a vacancy is associated with particular digital content;

a identifying module for identifying filler digital content capable of filling the vacancy based on attributes associated with the vacancy; and

a providing module for providing digital content composed of the digital content filled with the filler digital content.

133. The computer readable medium of claim 132, wherein the identifying module further comprises:

a transmitting module for transmitting a request to a server to locate filler digital content; and

a receiving module for receiving a response from the server, wherein the response comprises filler content located using real-time market mechanisms.

134. The computer readable medium of claim 132, wherein the filler content is a virtual

storefront, syndicated content, or an advertisement.

135. A computer readable medium for controlling a data processing system to perform a method for distributing digital content in a data processing system, the computer readable medium comprising:

a determining module for determining in real time whether suitable secondary digital content is available for transmission based on attributes associated with a primary transmission stream; and

an including module for including in real time the secondary digital content within the primary transmission stream at a particular point based on the attributes.

136. The computer readable medium of claim 135, wherein the determining module further comprises:

a permitting module for permitting automated negotiation among representatives of primary and secondary digital content.

137. The computer readable medium of claim 135, further comprising:

a detecting module for detecting when a consumer selects the secondary digital content.

138. The computer readable medium of claim 135, further comprising:

LAW OFFICES

INNEGAN, HENDERSON,
FARABOW, GARRETT,
8 DUNNER, L.L.P.
1300 I STREET, N.W.
WASHINGTON, DC 20005
202-408-4000

a detecting module for detecting when a primary content provider receives a consumer request for the secondary digital content

139. The computer readable medium of claim 138, further comprising:

a receiving module for receiving information when the primary content provider receives a consumer request for the secondary digital content.

140. The computer readable medium of claim 137, wherein the detecting module further comprises

an including module for including tracking information in the secondary digital content;
and

a receiving module for receiving information associated with the tracking information when the consumer selects the secondary digital content.

141. The computer readable medium of claim 137, wherein the detecting module further comprises:

an including module for including tracking information within a storage format local to the consumer; and

a receiving module for receiving information associated with the tracking information when the consumer selects the secondary digital content.

142. A computer readable medium for controlling a data processing system to perform a method for distributing digital content in a data processing system, the computer readable medium comprising:

a receiving module for receiving a request for a container;

an identifying module for determining that when a vacancy is defined within the container, identifying a unit of secondary content capable of filling the vacancy based on a relationship between attributes associated with the vacancy and attributes associated with the content; and

a transmitting module for transmitting the identified unit of secondary content with the container.

143. The computer readable medium of claim 142, wherein the identifying module comprises:

a notifying module for notifying a plurality of secondary content providers of the request, wherein the notified content providers are selected from a set of secondary content providers based on attributes associated with the secondary providers and the secondary content, and the attributes of the vacancy.

144. The computer readable medium of claim 142, further comprising:

5 a notifying module for notifying agents associated with a plurality of secondary content providers of the request, wherein the notified agents are selected from a group of agents based on the attributes associated with the secondary providers and the content, and the attributes of the vacancy;

a second notifying module for notifying an agent associated with a primary content provider, wherein the primary content provider provides the vacancy; and

10 a permitting module for permitting the notified agents of the secondary content providers and the agent associated with the primary content provider to negotiate within an electronic marketplace to fill the vacancy.

145. A computer readable medium for controlling a data processing system to perform a method for creating units of content for vacancies in a data processing system, the computer readable medium comprising:

a defining module for defining units of content, wherein content attributes are associated with each unit of content; and

a transmitting module for transmitting information reflecting the attributes to a trading floor that fills vacancies with units of content based on vacancy attributes.

146. The computer readable medium of claim 145, wherein a unit of content is a virtual storefront, syndicated content, or an advertisement.

147. The computer readable medium of claim 145, wherein the defining module further uses software to create the units of content.

148. The computer readable medium of claim 145, further comprising a providing module for providing the trading floor with the units of content.